

REMARKS

Claims 6-8, 10-17, 19, 20, and 23-31 were pending when the Office Action was mailed. Applicants herein amend claims 6 and 26 to further clarify the subject matter for which protection is sought, present new claim 32, and cancel claim 31. Accordingly, claims 6-8, 10-17, 19, 20, 23-30, and 32 are currently pending.

The Office Action rejects claims 6-8, 10-15, 23, 24, and 26 under 35 U.S.C. § 102(e) over U.S. Patent No. 7,007,074 to Radwin ("Radwin"); rejects claims 16, 17, 19, 20, 25, 27, 28, and 31 under 35 U.S.C. § 103(a) over Radwin and U.S. Patent No. 6,826,559 to Ponte ("Ponte"); and rejects claims 29 and 30 under 35 U.S.C. § 103(a) over Radwin.

Claim 6 recites "each advertising strategy specifying a plurality of advertisements." Claim 26 now recites "advertising strategy specifying a plurality of advertisements." The Office Action relies on Radwin's Abstract as disclosing this feature, asserting that "'immediate advertisement and time-dependent advertisement' reads on advertising strategies." (Office Action, December 9, 2009, Page 2.) Applicants respectfully disagree that the relied-upon portion of Radwin discloses these features. The claims clearly recite advertising strategies "specifying a plurality of advertisements." Thus, each advertising strategy is associated with more than one advertisement. In contrast, the Office Action points to two different advertisements (i.e., "immediate advertisement and time-dependent advertisement") as corresponding to "advertising strategies." (Office Action, December 9, 2009, Page 2.) Thus, in Radwin, a single advertisement corresponds to an advertising strategy. Applicants are unable to find any portion of Radwin that describes or suggests advertising strategies that specify a plurality of advertisements, as the claims recite. Accordingly, claims 6 and 26 are patentable over Radwin, as are their dependent claims 7, 8, 10-15, 23, 24, 29, and 30. Applicants respectfully request that the Examiner withdraw the rejections of these claims.

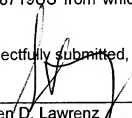
Claim 16 recites "each advertising strategy specifying ... an arbitrary Boolean search expression ... and a plurality of advertisements ... the Boolean search expression and the advertisements having been received from the same source." Claim 27 recites "a plurality of advertising strategies each specifying an arbitrary Boolean search expression ... and one or more advertisements ... the Boolean search expression and the one or more advertisements having been received from the same source." The Office Action relies on Ponte at Figure 13, 1802, 1804, and Figure 14 as disclosing these features. (Office Action, December 9, 2009, Page 9.) Applicants respectfully disagree that the relied-upon portions of Ponte disclose these features. Ponte at Figures 13 and 14 illustrate a "user interface display 1850 for performing a user query in accordance with user-specified search criteria." (Ponte, 9:56-58.) In response to performing a user query, with "user-specified search criteria," Ponte's technique displays screen results that "may include displayed summarized business listing information in accordance with the search criteria previously specified." (Ponte, 9:67-10:13 (emphasis added).) After selecting a business listing, the user may be presented with additional information about the business, such as "directions and business-provided advertisements." (Ponte, 10:12-15 (emphasis added).) Thus, Ponte's queries are provided by a user of the system whereas Ponte's advertisements are provided by a business. Ponte provides no indication that the user and the business are the same source. Moreover, Ponte explicitly mentions two different sources for the "user-specified" search criteria and the "business-provided" advertisements. The Office Action fails to point to, and applicants are unable to find, any portion of Ponte that describes or suggests a single source providing both a Boolean search expression and a plurality of advertisements that are each associated with the same advertising strategy, as claims 16 and 27 recite. Radwin does not cure these deficiencies. Accordingly, claim 16 and 27 are patentable over the applied references, as are their dependent claims 17, 19, 20, 25, 28, and 32.

In view of the above amendments and remarks, applicants believe the pending application is in condition for allowance and respectfully requests reconsideration and a prompt Notice of Allowance.

Please charge any deficiencies, or credit any overpayment, to our Deposit Account No. 50-0665, under Order No. 418268719US from which the undersigned is authorized to draw.

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Respectfully submitted,

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